

**IN THE CLAIMS:**

Claims 1 to 20. (Cancelled).

Claims 21 to 40. (Cancelled).

Claim 41. (New).

An information system including at least one user's device connected via a connection unit to a memory device for storing information, comprising

including into said system a device for generating a set of requested information and advertising information, connected to the memory device for storing information and to the connection unit, and comprising an entry for inputting the advertising information, and also by including into said system an advertising information memory device, connected to said entry of said device for generating, said device for generating being implemented in order to allow change of consequence of providing requested information or advertising information.

Claim 42. (New).

The system as claimed in claim 41, comprising

said device for generating being implemented in a microprocessor.

Claim 43. (New).

The system as claimed in claim 41, comprising  
said device for generating being implemented in order to allow video display presentation of requested information or advertising information.

Claim 44. (New).

The system as claimed in claim 43, comprising  
said device for generating being implemented in order to allow simultaneous video display of requested and advertising information.

Claim 45. (New).

The system as claimed in claim 41, comprising  
said device for generating being implemented in order to allow presentation of visual requested information and acoustic advertising information.

Claim 46. (New).

The system as claimed in claim 41, comprising  
said device for generating being implemented in order to  
allow printing requested information.

Claim 47. (New).

The system as claimed in claim 41, comprising  
the user's device being implemented as a personal computer.

Claim 48. (New).

The system as claimed in claim 41, comprising  
the user's device being implemented as a telephone or a  
videophone or a radiophone.

Claim 49. (New).

The system as claimed in claim 41, comprising  
the user's device being implemented as a remote control.

Claim 50. (New).

The system as claimed in claim 49, comprising

the device for generating a set of requested information and advertising information being implemented as an information display board.

Claim 51. (New).

The system as claimed in claim 49, comprising the connection unit being implemented as a multiplexer.

Claim 52. (New).

The system as claimed in claim 49, comprising the connection unit being implemented as communication network or telecommunication network.

Claim 53. (New).

The system as claimed in claim 52, comprising communication network being telephone network.

Claim 54. (New).

The system as claimed in claim 53, comprising telephone network being cellular telephone radio network.

Claim 55. (New).

The system as claimed in claim 52, comprising  
telecommunication network being wide area network.

Claim 56. (New).

The system as claimed in claim 52, comprising  
telecommunication network being the Internet network.

Claim 57. (New).

The system as claimed in claim 41, comprising  
said device for generating a set of requested and  
advertising information being implemented in order to allow a  
choice of advertising information type.

Claim 58. (New).

The system as claimed in claim 54, comprising  
the memory device for storing information being implemented  
as a server.